New England Deaconess Hospital

pulse

185 Pilgrim Road, Boston, Massachusetts

September-October 1986

Guest relations is everybody's business

"Deaconess people have a reputation for warmth, kindness, and friendliness."
— Dean Manheimer, director of Human Resources

Ask a group of people who have had some exposure to the Deaconess to sum up what the experience was like, and one particular word is likely to be a part of the answer: *"The nurses were very nice to me during my stay on Farr 7 last year"; "It's a nice place to work"; "How nice to see that Richard, the Deaconess doorman, still greets patients and visitors when they come to the hospital."*

The common word? "Nice."

Since its founding 90 years ago, the Deaconess has been known for many things — excellence in specialties like diabetes, cancer, and heart disease; a dedicated group of highly skilled surgeons and physicians; the quality of nursing care. The Deaconess also has been known for being "nice" — for the friendliness and concern of employees and staff toward patients and each other.

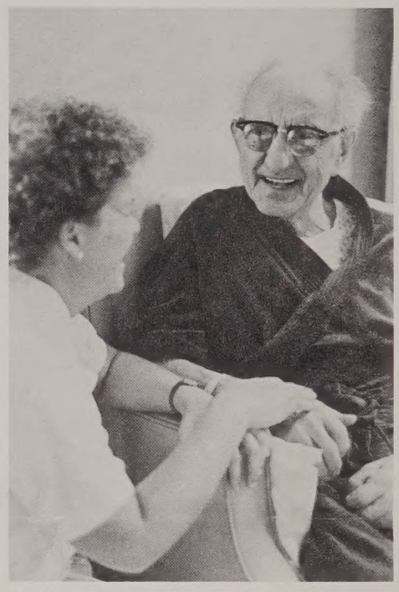
So why make a formal effort to heighten the awareness of all Deaconess people to the importance of "guest relations"?

"With the increasing complexity of life at the Deaconess, things are not the same as they used to be," says Richard E. Lee, director. "The Deaconess is a much busier place in general; we have a greater number of patients, both in the hospital and in outpatient services; we have more inpatients whose hospital stays are shorter, due to technological improvements and the need to decrease length of stay; and since the advent of the Prospective Payment System, we have to do more with less in terms of greater productivity with a streamlined workforce.

"The result of all this is that employees and staff are just busier. And in the rush to get things done, many Deaconess people don't have as much time for the extras that were perceived by our 'guests' — patients and visitors, primarily — to be the things that set us apart from the others. So the current guest relations initiative is simply a way to renew our traditional values of care, compassion, courtesy, and friendliness," Lee says.

The idea of guest relations is borrowed from the hotel industry and other service-oriented organizations — "Everything from the airlines to Disney World," says Dean Manheimer, director of Human Resources and a member of the guest relations task force of the hospital's Patient Satisfaction Committee. "Employees at Disney World and Epcot Center, for example, are trained carefully toward a simple set of goals — that visitors have a wonderful time, that they are treated with respect, and that they wish to come back again.

"They also learn that each of them has a specific role to play, that all roles are valued, and that the whole philosophy includes understanding and respecting each other, as well as the tourists. That is really what guest relations is all about, and the premise carries over nicely to working at the Deaconess."



Employees can make a hospital stay more pleasant through their compassion and courtesy.

As a first step toward a formal program, each hospital department will

(continued on page 4)

Somoza named associate director, will head marketing and planning

Paul P. Somoza

Paul P. Somoza has been named an associate director of New England Deaconess Hospital, with administrative responsibility for the hospital's marketing, program development, and planning areas. Previously he was vice president for marketing/planning at Hartford Hospital in Connecticut.

"The Deaconess recently developed a strategic plan that emphasizes our clinical 'niches' — those areas in which we have special expertise," Somoza says. "My job is to work with the hospital management, marketing and planning departments, and medical staff leadership to implement that plan."

Somoza will oversee the development of new services and programs; he also will coordinate efforts to analyze the hospital's areas of strength and weakness.

He says, "For the next few months I'm going to spend a lot of time learning about the Deaconess and the Boston health care environment. I'm also interested in hearing from hospital employees, who are a rich source of information about patients' perceptions of the hospital.

"This hospital has a great tradition, and it is now facing a changed environment where the government is trying to shrink the health care system. We want to preserve what is good and strong at the Deaconess — to help it not just survive but thrive."

Somoza holds a master's degree in public health from the University of Pittsburgh. He is a graduate of Fordham College and the Fordham University School of Law.

Employees to join "TrashScan" team

Caring and professionalism have been hallmarks of the Deaconess for 90 years. But the impression that patients and visitors receive of the hospital can be marred by candy wrappers on the floor or peeling paint on the walls. This fall, the Deaconess will sponsor "TrashScan: A new Deaconess specialty," a campaign to raise employees' awareness of the hospital's appearance and encourage them to take a more active role in maintaining a clean, attractive facility.

The campaign — which takes place in September, October, and November — features a two-part contest. The first part is targeted to eliminating litter in and around the hospital; the second will encourage employees to report problems that require maintenance or repairs.

During October, anonymous hospital "scanners" will be on the lookout for employees who actively participate in the campaign by picking up litter. Those observed contributing to the cleanup effort will be rewarded on the spot with an "I'm a TrashScan specialist" button and will be entered in the contest prize drawing.

As part of the October activities, Building Services will sponsor a "Clean up the Deac Day," and trash cans throughout the hospital will be decorated with TrashScan signs.

In November, the campaign will focus on maintenance awareness — looking for things like peeling paint, flickering or burned out light bulbs, or damaged furnishings that make the hospital appear uncared for. Employees who notice such problems will be encouraged to complete a form describing the problem and its location. (Details will appear in the October *Minipulse.*) Those reporting problems will receive a TrashScan specialist button and will be entered in the prize drawing. Engineering and Maintenance will sponsor a "Spruce up the Deac Day" in November as well.

At the end of the month, contest winners will be drawn from among participating employees. Prizes include Lechmere and Sears gift certificates ($150 and $75 value, respectively); tools from Brookstone; Dustbuster portable vacuums; and gift certificates for a free car wash or dry cleaning — items employees can use to bring the TrashScan theme to their own homes.

Other highlights of the campaign include TrashScan car litterbags for all employees, campaign posters hung throughout the hospital, and anti-litter/pro-surveillance tips in *Minipulse.* For more information, call Public Relations (2-8046).

School of Nursing closing difficult, but needed decision

"The decision to close the School of Nursing was one of the most difficult in the history of the hospital," says Laurens MacLure, hospital president. "We will always be proud of its record of educational excellence and contributions to patient care, but the realities of today's health care system require that we make changes to help the hospital meet its priority goals."

The June vote of the Board of Trustees to turn Audrey K. Kennedy Hall over to the hospital was the result of a lengthy review of the present status and future prospects of both the school and the hospital.

Questions about the future use of Kennedy Hall were raised by a study of the hospital's facilities conducted by two hospital consultants, Marvin Bostin, Inc. and Payette Associates. The study identified the hospital's aging and inefficient physical plant and the need for more space for patient care and physician's offices as significant problems. In looking at building and space options currently available to the hospital, the consultants questioned whether the School of Nursing (SON) was the best use for Kennedy Hall.

In response, the trustees appointed a committee composed of administrators, trustees, medical staff, and SON representatives to examine its future role and the use of Kennedy Hall. The committee considered the school's history, educational record, and contributions to the hospital, as well as current trends and issues in the field of nursing and nursing education.

The committee affirmed the SON's excellent record and its significant benefits and contributions to the hospital. But although the arguments for maintaining the school were "very persuasive," the committee concluded that, in the face of an urgent need to upgrade and modernize the hospital's physical plant, "Audrey K. Kennedy Hall must be made available to the hospital, as soon as possible." The committee also recommended the hospital investigate other ways of continuing to participate in nursing education.

Students currently enrolled and those accepted for this fall's entering class will complete their program, but no applications will be accepted for the fall of 1987. The SON's full accreditation and approval status will be maintained.

Barbara Hooker, R.N., SON director, says, "We are bound by both the legal requirements of accreditation and the personal commitment of the faculty and staff members to maintain the standards and quality of our program. The administration has assured us that any expansion of hospital programs will not impinge on our activities during the next three years."

Details of the phased closing have yet to be worked out. Hooker will be working with the faculty council; Ellen Howland, R.N., director emeritus; Judith Miller, R.N., chief nursing officer; and several hospital departments to insure an orderly transition that maintains a sound educational experience for students and high-quality care for patients.

"This is a very difficult time for everyone associated with the school."
— Ellen D. Howland, R.N. director emeritus

Howland, who served as director of the school for 29 years, says, "This is a very difficult time for everyone associated with the school. We knew that hospital schools had been closing across the country for many years, but we hoped that ours would continue as long as we could attract qualified students and faculty, which we have continued to do.

"During my years as an instructor, assistant director, and director, I came into contact with more Deaconess students than any other individual," says Howland. "I regret that other faculty won't have the opportunity for that kind of long-term satisfaction. Those of us who are Deaconess graduates — and those like Barbara Hooker and Joan Randle, who came from other schools but have committed themselves to the Deaconess — will always have reason to be proud of the contributions it has made and will continue to make as long as Deaconess graduates are practicing nursing."

Public Relations
Department

September 1986

732-8046

New England Deaconess Hospital

MINI pulse

"TRASHSCAN" CONTEST HELPS KEEP THE DEACONESS CLEAN

The Deaconess's "guest relations" policy upholds its tradition of compassionate patient care by placing the needs of patients and their families and friends at the center of patient care activity. One of the most important needs patients and visitors have is to feel that the hospital is a friendly, welcoming place. That positive impression can be marred, however, by papers on the floor or peeling paint on the walls.

Beginning this month, the Deaconess will sponsor a three-month campaign designed to increase employee awareness of, and participation in, helping to keep the Deaconess clean. Called "TrashScan: A new Deaconess specialty," the campaign features TrashScan car litterbags for all employees, campaign posters hung throughout the hospital, anti-litter/pro-surveillance tips in Minipulse, and a two-part contest.

In October, the contest is targeted toward eliminating litter in and around the hospital; in November employees will be encouraged to report problems that require maintenance or repairs. Those participating in the contest will receive an "I'm a TrashScan specialist" button and will be eligible for the contest prize drawing. Details on the contest will appear in upcoming Pulse and Minipulse issues. For more information, call Public Relations (2-8046).

HAVE LUNCH WITH FRIENDS AT THE HOSPITAL PICNIC

To help celebrate the hospital's 90th anniversary, a picnic lunch will be held on Joslin Park on Thursday, September 11, from 11:30 a.m.-2 p.m. A group of employees is planning the event: Jane Barry (Human Resources), Mary Beth Lanzotti and Janet Resnik (Public Relations), and Christine Sturdivant and Robert Terrano (Dietetics), with help from many others in Human Resources.

Tickets may be purchased at the Cashier's Office for 90 cents each. A ticket entitles the holder to a hamburger and a hot dog, potato chips, watermelon, a cold drink, and an ice cream. Rain date is Friday, September 12. For more information, call Jane Barry (2-8137).

"FIND THE FIRSTS" WINNERS

The "Find the Firsts" contest held last month as part of the hospital's 90th anniversary celebration, challenged participants to find signs throughout the hospital detailing Deaconess historical events. The contest was detailed in the August Minipulse. The following people were winners in the drawing of those who successfully found all the signs: Claire Dumont (Pastoral Care) was first prize winner of a dinner ($50 value) at Durgin Park. Janet Finley (Pastoral Care) won second prize of a $35 gift certificate to Filene's Basement. And Richard Barry (Administration Services) won third prize, four tickets to Plimouth Plantation.

DEPARTMENTS SWITCH PLACES IN PALMER BUILDING

The renal cluster and the psychiatric inpatient units have switched floors in the Palmer Building. The renal unit, formerly located on Palmer 2, has moved to Palmer 4. The psychiatric inpatient unit has moved from Palmer 4 to Palmer 2. The new phone number for the renal cluster unit is (2-8781) and for the psychiatric inpatient unit (2-8774).

EMPLOYEE SUPPORT GROUP FOR AIDS CONTINUES

Last month, the hospital initiated a support group for employees with deep-seated concerns about providing services to AIDS patients. Employees who feel that talking about their concerns will help in their work with AIDS patients are encouraged to attend, after checking with supervisors to ensure coverage.

Groups will be held in the Harris Hall 4 classroom at the following times:

- for medical, nursing, and technical staff: Tuesday, September 23, from 3:30-4:30 p.m., and Thursday, October 2, from 2:30-3:30 p.m.

- for all other employees: Monday, September 29, 8-9 a.m.

For further information, please call group leader Marion Longo, R.N. (3-2477).

HUMAN RESOURCES NOTES

Elaine K. Launer has joined the Deaconess as marketing associate. She will be involved in HMO contracting, the Bay State MediPlus program, and numerous special projects. Launer is a graduate of the Harvard School of Public Health, where she obtained a master's degree in Health Policy and Management.

SHOWERS AVAILABLE

For the convenience of Deaconess employees who like to shower after a lunchtime run or aerobics class, shower facilities are available at the hospital. Women may use the showers located in Harris Hall 231T, 418B, and 437. Men's showers are in Harris Hall 418A and 430A. Placement of two shower facilities at 99 Brookline is being considered.

IN REMEMBRANCE

Mario Baldini, M.D., of Brookline, a member of the medical staff at the Deaconess since 1982, died last month at the age of 69. Baldini, an expert in blood diseases and a visiting professor of medicine at Harvard Medical School, was a pioneer in platelet transfusion therapy. He originated a new method of radioisotope, tracing platelets in the body and improving their storage for transfusion purposes. Baldini also was one of the first developers of peritoneal dialysis for treatment of patients with kidney failure.

John R. (Jack) Johnston, a longtime employee of the Deaconess, died earlier this summer at the age of 85. Johnston was the "official greeter" of the hospital from the late 1950s until 1970 when he retired at the age of 70.

AUDITIONS FOR ORCHESTRA TO BE HELD THIS MONTH

The Longwood Symphony Orchestra will perform four major concerts between October 1986 and May 1987. The concerts will feature soloists from the Boston Symphony and the New England Conservatory. Auditions for musicians interested in joining the orchestra will be held early this month. For more information, call Patti Henry (327-2217).

DEACONESS CELEBRATES REHAB SERVICES WEEK

The Rehabilitation Services Department will celebrate Rehabilitation Services Week, September 15-19, with an open house and several exhibits in the Farr lobby. The exhibits will run from 11:45 a.m.-1 p.m. each day and will be presented by physical therapists from the Deaconess.

Events for the week are as follows:

. Monday, September 15 -- Ellen Barber and Jim Huddleston will present an exhibit on "Cardiac education and aerobic exercise."

. Tuesday, September 16 -- Leah Shulte and Cathy Owens will hold a "Chair and posture" demonstration.

. Wednesday, September 17 -- Noreen Rogers and Joyce Bates will host an open house in the Rehabilitation Services Department in Deaconess 206 from 3-4 p.m. Anyone interested in learning more about the department and the services it provides is welcome to attend.

. Thursday, September 18 -- Hillary Helfrech, occupational therapist, and Ina Nenontas, physical therapist, will be in the Farr lobby to discuss "Occupational and speech therapy."

. Friday, September 19 -- Sally Boothe, Kristin Edwards, and Debra Nitchke will give a "Therapy modalities" demonstration.

For more information about any of the events scheduled, call Cathy Owens (2-8443).

SWIM AND RUN FOR THE AMERICAN CANCER SOCIETY

The American Cancer Society will hold a "SAVE-A-LIFE SWIM FOR CANCER" day on Saturday, September 20, at the Brookline Municipal Pool at Brookline High School. Swimmers will collect pledged money from their sponsors for each lap completed. For more information or for an application, call the American Cancer Society (647-1440).

"Making Strides - The First Annual Terry Fox Run" (in Boston and Springfield) will be held Sunday, September 14. The Boston race begins on the Charles Street Plaza of the Four Seasons Hotel; the Springfield race begins at Forest Park. Registration for the non-competitive 10K events is at 11 a.m. the day of the races. There is a $5 entry fee and participants donating $50 or more will receive a "Strides" t-shirt. For more information, call the American Cancer Society (267-2650).

MASCO OFFERS HOUSING AND TRAVEL SERVICES

The Medical Area Service Corporation (MASCO) has announced a new full-service real estate service for people in the Longwood Medical Area.

The Courtney Company, Inc., of Brighton, in association with MASCO, has established a branch office at 221 Longwood Avenue to assist in the rental and purchase of residential properties. Special savings are offered to renters and prospective sellers whose institutions are MASCO members. For more information, call 735-9555 or visit the office from 9 a.m.-5 p.m.

Tri Travel, the new travel agency affiliated with MASCO, urges people to make holiday airline reservations now. Super-saver fares are available, but usually go much quicker around the holidays. For more information, call (2-2750).

SERVICE AWARDS

Congratulations to the following employees who celebrate their service anniversaries in September:

35 Years
Frank Bettinelli, Pathology & Administration

30 Years
Barbara Howell, Peritoneal Dialysis

25 Years
Hermene Grace, Nursing
David Lilley, Administration
Serena Perry, Building Services
Lorna Schroeder, Nursing

20 Years
Gloria Bamford, Nursing
Karen Bithell, Employee Health Clinic
Sarah Kelley, Dietetics
Peggy Salomon, Nursing

15 Years
Patricia Berger, Electrotherapy
Daphne Coley, Dietetics
Dorothy Convey, Nursing
Karen Eichelberger, Pathology & Administration
Linda Keeton, Chemistry Laboratory
Elaine Mahon, Dietetics
Patricia Marcott, Building Services
Carmelo Melendey, Laundry
Robert Woods, Print Shop

10 Years
Heeja Bae, Chemistry Laboratory
Wendy Beals, Administration
Frances Bell, Chemistry Laboratory
Joyce Cerny, Chemistry Laboratory
Beverly Dellavalle, Microbiology
Judy Granada, Cardiology
Patrick Joyce, Dietetics
Martin Kane, Nursing
Everett Lewis, Engineering & Maintenance
Paul McEntee, Engineering & Maintenance
Claire Migliero, Night Administration
Eileen Nee, School of Nursing
Norman Pelletier, CRI
Nanay Pilotte, Nursing
Judith Prescott, Nursing
Leslie Sacchetti, Chemistry Laboratory
Emerson Springer, Histology
Marlene Tartaglione, Dialysis
Sandra Weisblatt, Nursing

5 Years
Mary Biagiotti, Nursing
Ann Brady, Nursing
Raymond Burke Jr., Engineering & Maintenance
Carla Cassens, Nursing
James DiMarzio, Nursing
Gregory Dumas, Pharmacy
Richard Floyd, Administration
Jacqueline Glenn, Human Resources
Mary Hoyle, Nursing
Mary Hession, Nursing
Karen Kline, Nursing
Ralph Lawrence, Pharmacy
Kevin Manning, Information Systems
Brian McDonough, Engineering & Maintenance
Dorothy McMahon, School of Nursing
Andres Pagan, CRI
Pamela Palmer, Nursing
Richard Stroshane, Engineering & Maintenance
Nona Ware, Information Systems
Carolyn Whiting, Information Systems
Elizabeth Zappelli, School of Nursing

(This list supplied by Human Resources.)

The Minipulse is published by the Public Relations Department on the first Thursday of every month. Deadline for material for the October issue is September 15.

The Deaconess is 90
A HISTORY OF EXCELLENCE
A FUTURE OF PROMISE 1896-1986

Lab employees observe 25th anniversaries

Three employees of the hospital's clinical laboratories recently completed 25 years of service to the Deaconess.

Harriett Bailey, a medical technologist in the chemistry lab, also has been involved with teaching students in the technology training program.

"I came to the Deaconess because of the school; I wanted an opportunity to teach. I enjoy working with the students and feel that I can really contribute something with my experience. It's important for them to learn more than just how to operate the machines — the technology changes so rapidly. Technologists need to understand the science behind the tests, to know what the results mean."

Joanne Casella, chief medical technologist, first came to the Deaconess as a Northeastern co-op student. She joined the chemistry lab staff full time and was a junior supervisor, evening supervisor, and assistant chief technologist before she was promoted to her current job in 1975.

Lab technologist Harriett Bailey has worked in the chemistry lab for 25 years.

Joanne Casella, chief medical technologist, follows up on a request for test results with Karen Eichelberger, microbiology supervisor.

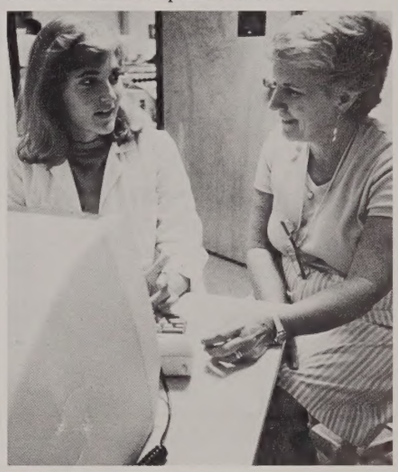
"My job has evolved over the years," she says. "Today I'm less in the labs and more in my office, involved with interviewing job applicants and acting as liaison between the labs and other departments on patient care issues.

"There's been a lot of growth over the years; we've gone from 50 people in the labs to 300. But what has never changed is the quality of our medical technologists. My job is very pleasant because our technologists are self-motivated and work very hard. We're a patient focused lab, and I enjoy that environment."

Adrienne Guptill is supervisor of the phlebotomy team, a group of 40 people who draw blood for lab tests. She played a major role in the development of the team at the Deaconess.

"About eight years ago, I was coordinator of the co-op technologists training program. At that time, IV nurses drew most of the patient blood tests, and students helped out if it was really busy," she says. "Eventually the nurses stopped drawing bloods because of their other duties, and we began to develop a specially-trained team within the labs.

"It took a lot of hard work, but now we have a professional team of phlebotomists. We're particularly proud that three of our people recently passed the first national qualifying exam to become certified phlebotomists."



Adrienne Guptill (right), phlebotomy supervisor, reviews test orders with Michelle Janosik, phlebotomist.

New section chiefs appointed in Surgery

Jonathan M. Niloff, M.D.

Henry H. Schmidek, M.D.

Two new section chiefs have been appointed in the Department of Surgery. Jonathan M. Niloff, M.D., has been named chief of gynecology, and Henry H. Schmidek, M.D., is chief of neurosurgery.

Niloff says, "I look forward to recruiting more high caliber people and expanding our program to offer a full range of gynecologic services." He is a specialist in gynecologic oncology, and his research interests include the development of blood tests to evaluate patients with ovarian cancers. The tests, which involve the use of monoclonal antibodies to measure substances made by tumors, "may tell us if the cancer is responding to treatment and allow earlier detection of recurrent disease," he says. "I also anticipate that we'll be conducting studies through the Gynecologic Oncology Group of the National Cancer Institute."

Previously on the staff at Brigham and Women's Hospital, Niloff is a graduate of McGill University Medical School. He was an intern at Jewish General Hospital in Montreal and a resident in obstetrics and gynecology and fellow in gynecologic oncology at Brigham and Women's Hospital. He is an assistant professor at Harvard Medical School.

Schmidek, who was previously professor and chairman of neurosurgery at the University of Vermont College of Medicine and chief of neurosurgery at the Medical Center in Burlington, Vermont, says, "I came back to Boston to pursue my research interest in the molecular genetics of nervous system tumors. My association with the Deaconess, with its diverse patient population, will allow me to contribute to the neurological aspects of cancer management. It's a wonderful opportunity to combine my laboratory interest with clinical work."

Schmidek's practice emphasizes cerebrovascular disease, reconstructive surgery of the spine, and the management of brain tumors. He is the coauthor/editor of the major text in operative neurosurgery, as well as six other texts.

A senior investigator at Harvard Medical School under a National Institutes of Health award and visiting professor of neurobiology, Schmidek is a graduate of the University of Chicago and University of Western Ontario Medical School. He served an internship and general surgical residency at Royal Victoria Hospital in Montreal and received neurosurgical residency training at Massachusetts General Hospital.

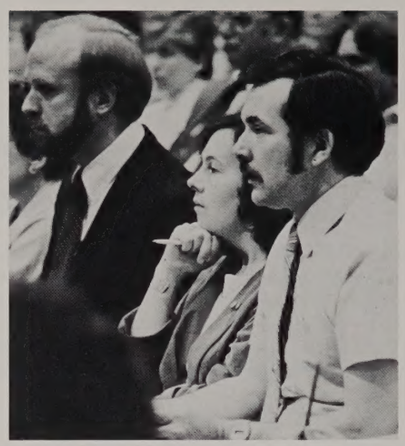
Supervisors meet with Lee for questions, information

More than 150 first-line supervisors participated in two discussion sessions with Richard Lee, hospital director, in June. The meetings covered a broad range of subjects including the hospital's building plans, its clinical direction, employee benefits, and programs to recruit employees in a tight job market.

"We've had these kinds of meetings in the past," says Jane Barry, assistant director of Human Resources, "but we're planning to re-emphasize our efforts to improve communications within the hospital by holding sessions more frequently. They give our supervisors an opportunity to interact directly with top management, voice their opinions, and feel part of the team."

The issues covered in the meetings were entirely determined by questions from the supervisors. Lee says, "They asked a lot of questions, some of them very tough ones, which is the reason why the sessions went so well. It's very helpful to get a sense of what our supervisors are concerned about and have a chance to tell them about our plans."

Another supervisors' meeting is planned for late October, with subsequent sessions to be held about every four months. Open meetings for all employees are also in the planning stages.



Respiratory Therapy supervisors Jim Wissler (left), Patsy Rossetti, and Jim Sommerville listen to hospital director Richard Lee at the supervisors' meeting.

Harvard group chosen for national AIDS drug tests

The Harvard AIDS Treatment Evaluation Group — consisting of the Deaconess, Beth Israel Hospital, The Children's Hospital, Dana-Farber Cancer Institute, and Massachusetts General Hospital — is one of 14 medical centers that will participate in national trials of experimental AIDS treatment drugs. For its part in the study, the group will receive an $8.6 million grant from the National Institute of Allergy and Infectious Diseases, more than $3 million of which will come to the Deaconess.

The five-year study consists of two parts — one to test drugs that show promise in inhibiting the growth of the AIDS virus and another to evaluate treatments for the cancers and opportunistic infections to which people with AIDS are susceptible. The Harvard group is one of only nine that will participate in both aspects of the study.

At the Deaconess, the virus trials will be coordinated by Scott Hammer, M.D., virologist, and Jerome Groopman, M.D., chief of hematology/oncology. Groopman also will oversee treatments for cancer, particularly Kaposi's sarcoma, and lymphoma; and J. Davis Allan, M.D., medical director of the Harris Hall Clinical Center, and A.W. Karchmer, M.D., chief of infectious disease, will be responsible for the opportunistic infection trials. All trials will be coordinated with the other hospitals in the Harvard group.

Groopman says, "The study will give us access to the newest drugs for AIDS treatment. The fact that we were chosen out of more than 40 centers that applied shows that our group is considered one of the best in the country, and the multi-institutional nature of our program shows the excellent spirit of cooperation that exists among the Harvard hospitals in trying to solve these crucial problems."

Guest Relations *(continued from page 1)*

make a study of its involvement in "guest relations." How much contact does the department have with the patients, visitors, family members, and others? What kinds of contact — on the phone? in person? by mail? Once each department has a good idea of what might be needed to help reinforce the message with its employees, appropriate materials or training will be provided.

"It's important to remember that, while training and education can help reinforce the values of guest relations, the core of it already exists," says Manheimer. "Deaconess people have a reputation for warmth, kindness, and friendliness, so it's a relatively easy step from there to the idea that guest relations at the Deaconess is everybody's business."

NEDH in the news

Deaconess personnel in the news during the past several months include:

- Allan Brett, M.D., internist, was interviewed regarding a study of the accuracy of polygraph testing by CBS radio, Physician's Radio Network, and radio stations in Newport, Rhode Island, and Orlando, Florida.
- Roy L. Freeman, M.D., neurologist, commented on an AMA report calling for the banning of boxing for Channel 4.
- Jerome Groopman, M.D., chief of hematology/oncology, discussed progress made in a joint effort by the Deaconess and the Genentech biotechnology company to develop an AIDS vaccine on Channel 4. He also was interviewed regarding the FDA's approval of interferon to treat hairy cell leukemia by Channel 4 and the CBS Evening News.
- Anthony Monaco, M.D., chief of the division of organ transplantation, discussed organ donation on Cable News Network and on the CBS Evening News.
- Richard Nesto, M.D., cardiologist, discussed silent myocardial ischemia on Channels 4 and 25, and was interviewed regarding carotid artery surgery to prevent stroke and the causes of sudden deaths in athletes by Channel 4.
- Richard Rohrer, M.D., transplant surgeon, discussed the FDA's approval of OKT-3, a new drug to stop rejection of transplanted organs, for the Channel 7 news.
- Steven Shama, M.D., dermatologist, discussed skin cancer prevention and screening on WEEI radio and Channel 4.
- Joseph Zibrak, M.D., pulmonary medicine, was interviewed regarding a study of reductions in the usage of respiratory therapy by Cable News Network and NBC Radio News. He also discussed the health implications of hot and humid weather on Channel 4.

Historical highlights

Pulse keeps employees informed for 40 years

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Publishing News of the New England Deaconess Hospital

OCTOBER, 1946 BOSTON, MASS. VOL. 1, NO. 1.

I have learned through Dr. Cook that the employees of the Deaconess Hospital are starting a publication in the interest of the employees and the hospital. I want to congratulate you and wish you every success. The Deaconess Hospital, in my opinion, is the greatest hospital on earth. I love it and will do anything for it. I am, therefore, interested in any movement for its benefits and in those who work to promote its interests.

HOWARD D. BREWER, *President, Board of Trustees.*

Yesterday a baby was born in the Deaconess. That doesn't happen very often, as you know, for we are not a Maternity Hospital. Today we see a new venture being born here in the first issue of a publication for the employees of the Hospital. We want this new message to be not only interesting but of real help and inspiration to each person who works here, and in this way create a spirit which will stimulate the whole hospital.

For those who bear the responsibility of editing and publishing I wish every success, and pledge my help whenever needed. If I am ever asked to help, I want to do it as an employee of the hospital—one of you—and not as the administrator, for this is an employees' paper and should remain so.

Best wishes to you all.

WARREN F. COOK, *Administrator.*

We present to you the first copy of your paper. It is small, and so will be an incomplete record of activities, we know. With your co-operation it will grow and become a vital part of this institution. Without it, it will fail. We hope, we know you will want it to succeed. Turn items in to members of the Staff. Space may prohibit printing them all, but if this happens often we will enlarge the paper!

Our first request for help is for a name. Let's put a name in place of that question mark! Send an entry for the Name Contest to the Editors not later than October 16th. Announcement of the winning name and contestant will be made in the November issue and a prize awarded. Send in your entries.

The first issue of the Deaconess Hospital's newsletter appeared, with a question mark for a name, in October 1946. The name *The Pulse,* submitted by the hospital's telephone operator, did not appear on the nameplate until the third issue.

In addition to the contest to name the publication, that first issue included departmental reports on employees returning from service in World War II, new jobs, and promotions; an appeal for contributions to the Boston Community Fund, the predecessor to the United Way; and a story about a three-year-old boy from Maine who was treated for a lung abscess.

Over the years *Pulse* grew along with the hospital and expanded to include not only employee news but also the hospital's medical and scientific accomplishments. It expanded physically as well, reaching its current large-format size in 1966, its 20th year.

Today *Pulse* is changing again, less in looks than in content. With the institution of the new hospital magazine *Directions, Pulse* will be able to concentrate more closely on recognizing and informing hospital employees, keeping them abreast of the many changes that are affecting the Deaconess and the health care field in general.

Moving? We'd like to know

Because the post office does not forward third-class mail, we need your help in keeping the PULSE list accurate. If you are moving, please inform the NEDH Public Relations Department, 185 Pilgrim Road, Boston, Massachusetts 02215, (617) 732-8046. It would be helpful if you could send your PULSE address label.

Alumnae reunion registration

The 18th annual reunion of the NEDH School of Nursing Alumnae Association will be held on Saturday, November 1, at Audrey Kennedy Hall, One Autumn Street, Boston. Parking will be available at a cost of $1 in the Pilgrim Road Garage opposite Kennedy Hall.

Coffee and registration will begin at 8:30 a.m., and the business meeting will start at 9:45 in the auditorium. The program, a presentation on AIDS, will begin at 10:30 and be followed by luncheon at 1:15 p.m. at The Steak Place in Chestnut Hill.

Advance registration is required. Please complete the attached form and send it, along with your $11.00 donation, by October 11.

Alumnae Reunion Day
November 1, 1986

Send to: Alumnae Association, New England Deaconess Hospital School of Nursing, One Autumn Street, Boston, Massachusetts 02215. Deadline: October 11.

Name: _____
(please include maiden name)

Class: _____

_____ I plan to attend and am enclosing my check for $11.

_____ I will need transportation to The Steak Place.

_____ I can offer transportation for _____ people to The Steak Place.

Please make checks payable to Alumnae Association, School of Nursing, New England Deaconess Hospital.

news in brief

Richard J. Baptista, M.S., R.Ph., manager of Deaconess Home Health Care, spoke on phlebitis induced by a syringe pump to the American Society of Hospital Pharmacists and on all-in-one TPN admixtures to the Virginia Society of Hospital Pharmacists.

Stacey J. Bell, M.S., R.D., hyperalimentation dietitian, presented grand rounds on nutrition support of the surgical patient at Bon Secours Hospital in Methuen and spoke on modular enteral diets and the nutritional requirements of the critically ill to Memorial Hospital for Osteopathic Medicine.

Allan Brett, M.D., general medicine, coauthored an article on the accuracy of polygraph tests published in *The Lancet.*

Paul M. Busse, M.D., Ph.D., has joined the active staff in Radiation Therapy where he will oversee the intraoperative radiotherapy program. Previously at Mass. General Hospital, he is particularly interested in the treatment of gastrointestinal tumors.

J. Jacques Carter, M.D., internist, has joined the active staff in Medicine. He will be the first to join a hospital-sponsored internal medicine practice in Brookline for graduates of the Deaconess medical residency program.

Kathy Casey, Michelle Janosik, and **Ganesh Joshi,** phlebotomists, all passed the first national phlebotomy certification exam. Casey received the top score of all those taking the exam.

Pat Conway, R.N., transplant clinician, spoke on liver transplantation to District IV of the Mass. Nurses Association.

Regis deSilva, M.D., cardiologist, was a faculty member for an American College of Cardiology teaching course on stress and the heart.

Barbara G. Fallon, M.D., internist/oncologist, has joined the active staff in Medicine. She is also medical co-director of the head and neck clinic at Dana-Farber Cancer Institute.

Benjamin Gerson, M.D., director of clinical chemistry and diagnostic immunology, was promoted to associate professor of Pathology at Harvard Medical School.

Steven R. Goldring, M.D., chief of rheumatology, was promoted to associate professor of Medicine at Harvard Medical School.

Michael A. Greenwald, M.D., dermatologist, was on the faculty of the American Dermatologic Surgery Conference, teaching a program on dermabrasion.

Jerome P. Groopman, M.D., chief of hematology/oncology, was promoted to associate professor of Medicine at Harvard Medical School.

Edna J. Hamilton, M.D., has joined the active staff in Radiology. She was a radiology resident at the Deaconess and recently completed a fellowship in cardiovascular radiology at Mass. General Hospital.

Anthony P. Monaco, M.D., chief of organ transplantation, spoke on the development of clinical immunosuppression for organ transplants to the Japanese Surgical Congress. He also testified before the U.S. House of Representatives Committee on Health and Human Services on the need for a national organ sharing network, and gave a presidential address on problems in organ transplantation to the American Society of Transplant Surgeons.

Arthur Mercurio, Ph.D., research staff in Surgery, received a grant for a study of microphages, cells that can kill tumor cells under the appropriate conditions, from the Massachusetts Division of the American Cancer Society.

Craig O. Olsen, M.D., cardiothoracic surgeon, has joined the active staff in Surgery. He recently completed his training at Duke University Medical Center. In addition to general cardiac surgery, his work includes esophageal and other thoracic surgery.

Thomas C. Peebles, M.D., pediatrician, has joined the active staff in Medicine. He is the chairman of Multigroup Health Plan.

Ellison C. Pierce Jr., M.D., chairman of Anaesthesiology, has been named to the risk management advisory panel of the Joint Commission on Accreditation of Hospitals. The panel will assist the Joint Commission in formulating programs to help health care facilities reduce the risks of patient injury.

Carl A.F. Rasmussen Jr., M.D., cardiologist, received honorable mention in the American College of Cardiology's Young Investigator Award competition for his presentation on the effects of ryanodine and caffeine on cultured chick embryo ventricular cells.

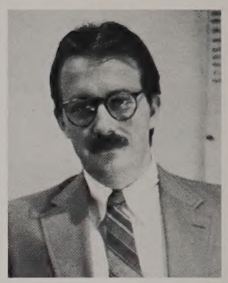
Ricardo L. Rossi, M.D., general surgeon, has joined the active staff in Surgery. He also is associated with the Lahey Clinic.

Alan R. Spievack, M.D., general surgeon, has joined the active staff in Surgery. He also is on staff at Mt. Auburn Hospital.

Joyce Tower, M.S., R.D., assistant director, published an article on marketing nutrition services in the hospital in *Topics in Clinical Nutrition.*

Joanne Wade, M.S., R.D., director of Dietetics, was appointed to the long-range planning committee of the American Society for Parenteral and Enteral Nutrition. She also wrote a chapter on transitional feeding techniques for the text *Dynamics of Nutrition Support.* Wade authored and coproduced a video program on home enteral nutrition for the Hospital Satellite Network.

James Wissler, R.R.T., manager of pulmonary services, spoke to the M.I.T. Enterprise Forum on the development of the hospital's respiratory therapy equipment service.



Paul M. Busse, M.D., Ph.D.

Barbara G. Fallon, M.D.

Edna J. Hamilton, M.D.

Craig O. Olsen, M.D.

Employees to pitch in on clean-up effort (see page 2)

Those participating in the TrashScan campaign will receive a button and be entered in a contest.

New England Deaconess Hospital
185 Pilgrim Road
Boston, Massachusetts

Non-Profit
U.S. Postage
PAID
Permit No. 18
Holliston, MA
01746

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PULSE is published by the Public Relations Department, New England Deaconess Hospital, 185 Pilgrim Road, Boston, MA 02215, (617) 732-8046. Third Class Postage paid in Holliston, MA Permit (non-profit organization) No. 18.

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